

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABAKA LAKSHMI): (a) The Drug and Magic Remedies (Objectionable Advertisement) Act, 1954 has provisions to control the advertisement of Drugs, which claim to possess magical qualities that appear in various news papers, magazines etc. except the electronic media. The respective State Governments are empowered to take legal action against the offenders.

A Bill has been moved for amending the Drug and Magic Remedies (Objectionable Advertisement) Act, 1954 for inclusion of electronic advertising under the purview of the Act.

The Drugs and Cosmetics Act, 1940 and Rule 106 of Drug and Cosmentics Rule gives the details of diseases and ailments which a drug may not purport to prevent or cure or to claim to prevent or cure.

(b) and (c) Before grant of licence for manufacture of any drug, the efficacy, safety and other quality parameters of the drug are examined by the Licencing Authority and on fulfillment of the provisions of the Drugs and Cosmetics Act, 1940 and Rules framed thereunder the licences are issued by the concerned State Licensing Authorities.

With regard to the prices of the medicines, the same is controlled under the Drugs Prices Control Order issued by Ministry of Chemicals and Fertilizers.

Advertisements on National Cancer Awareness day

1868. SHRI S.M. LALJAN BASHA: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether Government have issued advertisements on National Cancer Awareness Day on 7th November, 2006 in the media all over country;

(b) if so, the expenditure incurred on such advertisements alongwith the purpose of such advertisements;

(c) whether the format of such advertisements would be changed to include the photos of some officials also to encourage and motivate them; and

(d) the plans and proposals to give media publicity to all concerned thereof?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABAKA LAKSHMI): (a) and (b) Yes, Sir. The total expenditure for inserting the half page advertisement in staggered manner on 5th, 6th and 7 November, 2006 in leading dailies throughout the country through DAVP had costed Rs. 40,16,662/- The main purpose for inserting the advertisement is to create awareness among the general masses about early detection and preventive measures against cancer.

(c) and (d) Usually the pictures of eminent persons and celebrities are inserted in the advertisement to draw the attention of the general masses to achieve the desired result for which the advertisement has been published.

Advertisements in media

1869. SHRI S.M. LALJAN BASHA: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to refer to answer to Unstarred Question 1878 given in the Rajya Sabha on the 11th August, 2006 and state:

(a) whether Government have decided to fully devote and earmark 40 per cent of all non-salary budget to advertisements in newspapers, T.V. and other media;

(b) whether this expenditure would be under non-plan category;

(c) whether it is a fact that the present model of advertisements issued by ICMR and other agencies would also include the photo of senior and middle level officers; and

(d) the full details of plans to change the format of present style of advertisements being issued frequently?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABAKA LAKSHMI): (a) to (c) No. Sir.

(d) There are no such plans.

Phase-III of AIDS campaign

1870. SHRI RAVULA CHANDRA SEKAR REDDY: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the NACO has begun its Phase-III intervention;